



The Ad Store  
**Dubai  
observatory**

# Road To Expo Scenario & Updates

Dubai, February 2021

# News & topics from the UAE

# The UAE and Covid-19

#	Country, Other	Total Cases	New Cases	Total Deaths	New Deaths	Total Recovered	Active Cases	Serious, Critical	Tot Cases/ 1M pop	Deaths/ 1M pop	Total Tests	Tests/ 1M pop	Population
38	<a href="#">UAE</a>	391,524	+2,930	1,221	+8	381,225	9,078		39,273	122	30,665,851	3,076,021	9,969,323

New cases of Covid 19 have been declining since the beginning of February, although 150,000 of the nearly 400,000 cases were developed in the first two months of the new year.

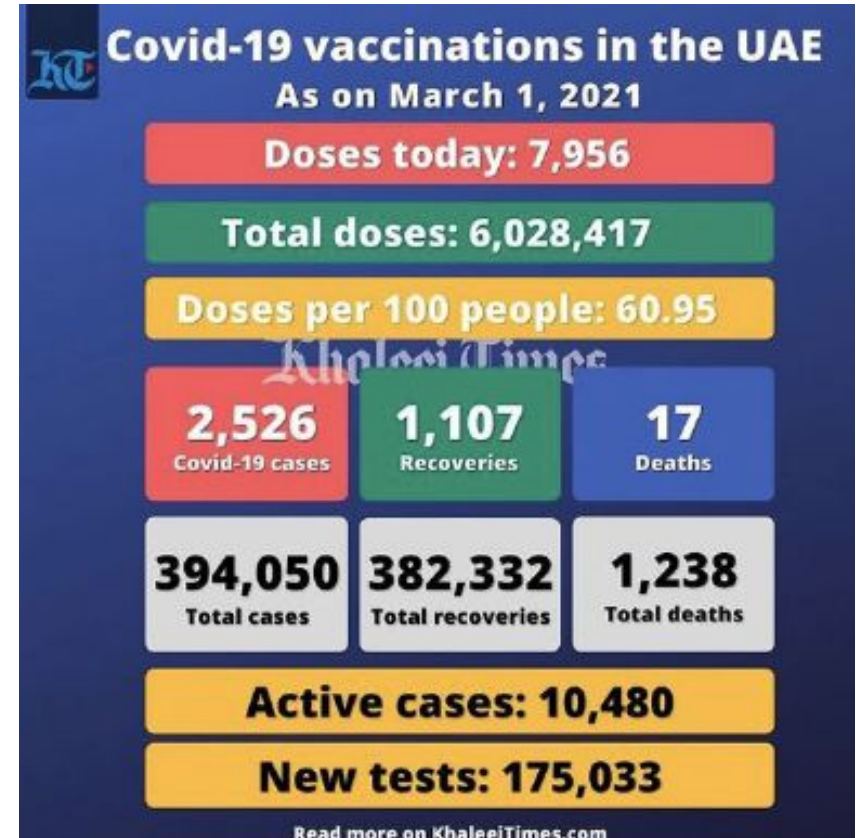
Preventive measures have not tightened and overall all activities remain open.

# The vaccination

The vaccination campaign is still going strong, so much so that 6 million doses were reached at the end of February.

Vaccination is voluntary and free for all residents, who can register for the appointment through the DHA/MOH app.

Four vaccines have been made available: Sinopharm ,Sputnik V, Pfizer-BioNTech, Oxford-AstraZeneca, but it is primarily the first one that is administered.



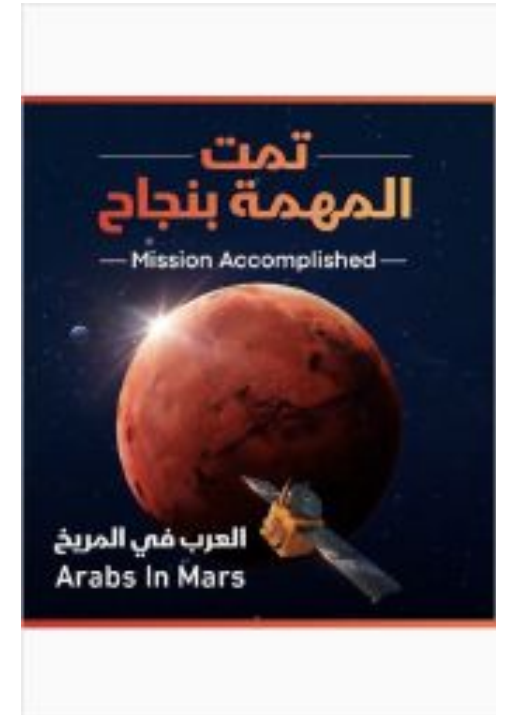
**Source:** <https://gulfbusiness.com/covid-19-dubai-announces-new-restrictions-for-restaurants-gyms-and-events/>  
<https://mediaoffice.ae/en/news/2021/Jan/27-01/Crisis-Committee-announces>

## ROAD TO DUBAI – FEBRUARY

# HOPE = #Arab\_to\_Mars

The communication campaign on this event was as colossal as the undertaking itself. The probe was the **1st one ever launched by an Arab country** and the UAE was the 5th in the world to reach Mars.

The Hope probe, whose purpose is to provide a complete picture of the Martian atmosphere and its layers, completed the maneuvers of approach to Mars, **live on TV**, and the sheiks of Dubai and Abu Dhabi have followed the live feed from the control center. But the Emiratis, once again proving to be good communicators, wanted to share the glory with the whole Arab world – **they launched the hashtag #Arab\_to\_Mars** that was clearly the most used hashtag on the day of Hope's arrival, not only in the country but throughout the GCC, Egypt and Jordan.



# More support to women in the country

According to the recent 2021 "[Women, Business and the Law](#)" (WBL) report from the World Bank, the United Arab Emirates is at the **top of the rankings in the Mena region**, as a result of following several legislative reforms related to women's economic participation that have been enacted in the last three years.

This year, the UAE scored 82.5 points out of 100, compared to 56 points scored in the 2020 edition of the report and 29 points in the 2019.

The UAE also scored full marks (100 points) in five indicators in the latest report: **Movement, Workplace, Wages, Entrepreneurship and Retirement.**

# ExpoPills News & Updates from Expo 2020 Dubai

## ROAD TO DUBAI – FEBRUARY

# Thematic Weeks

One of the thematic weeks was organized in February:

February 2 – [Health and Wellness](#) (agenda)







Client Name Title of the presentation



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